

Welcome and Networking Session (online)
 Thursday, September 16, 2021
 7:00-8:30 pm

Module Description	Topics
<p>Module 1: Thursday, September 23, 2021 9:00 am - 3:15 pm</p> <p>Introduction to the industry, discovering, developing, and manufacturing a new medicine and navigating the regulatory process to gain approval to market.</p>	<ul style="list-style-type: none"> • Introduction to the industry by a Canada pharma CEO • An overview of the global drug discovery process • Developing the medicine from lab to factory-scale • Understanding and navigating the global and Canadian regulatory approval processes • Learning the fundamentals of effective communication
<p>Module 2: Thursday, October 14, 2021 9:00 am - 3:15 pm</p> <p>Overview of Canadian drug policy framework and processes for gaining market access for a new medicine. Understanding the stakeholders and their roles in public and private markets.</p>	<ul style="list-style-type: none"> • Overview of the Canadian healthcare system • Summary of Canada’s pharmaceutical environment • Understanding the market access processes and stakeholders • Effectively navigating the systems • How to effectively negotiate and manage relationships with stakeholders
<p>Module 3: Thursday, November 11, 2021 9:00 am - 3:45 pm</p> <p>Introduction to best practices in launching, marketing and selling pharmaceutical products in Canada.</p>	<ul style="list-style-type: none"> • Best practices for launching a medicine in Canada • The importance of multichannel promotion • Pharma sales 101 • Workshop: pre-call planning • Overview of sales KPIs • Changing behaviour through persuasion and influence
<p>Module 4: Thursday, December 9, 2021 9:00 am - 3:30 pm</p> <p>A look at the broader life sciences ecosystem in Canada and future opportunities and challenges.</p>	<ul style="list-style-type: none"> • Introduction to the Canadian life sciences ecosystem • An overview of the generic and biosimilars industry in Canada • Vaccines – an overview (including pandemic vaccines) • The emergence and importance of biologics

For more information and for registration inquiries

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